

Analisis investasi dan finansial SPBU Pertamina di Provinsi Jawa Timur = Investment and financial analysis of Pertamina Gasoline Station in East Java Province

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Abstrak

Indonesia mengalami pertumbuhan di berbagai sektor termasuk dalam sektor ekonomi dan industri. Kebutuhan bahan bakar merupakan suatu kebutuhan pokok karena itulah sumber energi untuk bergerak khususnya dalam transportasi. Pompa bensin adalah tempat dimana masyarakat bisa membeli bahan bakar namun sayangnya saat ini bila dibandingkan negara lain Indonesia memiliki jumlah pompa bensin yang sangat sedikit yaitu 19 banding 1 juta penduduk sedangkan Malaysia memiliki 60 banding 1 juta penduduk. Penelitian ini akan melibatkan analisis investasi dan finansial dari 3 sample pompa bensin yang terletak di tempat yang berbeda yaitu di ibu kota, jalan tol, dan di desa.

Dengan menganalisa Net Present Value (NPV), Internal Rate of Return (IRR), Payback Period, and Profit Index, didapatkan bahwa pompa bensin yang terletak di jalan tol memiliki nilai investasi yang paling baik dengan NPV 29.298.290.776, IRR 12,4% dan payback period 7,16 tahun. Posisi berikutnya ditempati oleh pompa bensin di Ibu kota dengan NPV 4.822.801.775, IRR 5,1% and payback 12,63 tahun dan pompa bensin yang berlokasi di desa dengan NPV 915.739.039, IRR 3,2% and payback period 14,3 tahun. Namun bila dibandingkan dengan bisnis lain pompa bensin memang bukan suatu investasi yang menarik. Beberapa model investasi akan direkomendasikan untuk membuat pompa bensin yang ideal di Indonesia.

Indonesia has rapid development in many sectors including in the fields of economics and industries. Today, the need of gasoline is one of the main issues as it is the source of energy for the citizen's daily needs. The gasoline station is an important facility as it the place where people can buy their gasoline, however in the present time Indonesia still has a shortage of gasoline stations when compared to its neighbor countries. Indonesia only has 19 gas stations for every 1 million citizens while Malaysia has 60 gas stations for every 1 million citizens. This research will conduct investment and financial analysis of gasoline station in East Java as an area sample and the data will be taken from three different locations/areas which are capital city, highway road, and the regencies.

By analyzing the Net Present Value (NPV), Internal Rate of Return (IRR), Payback Period, and Profit Index, it is resulted that the Highway Road gasoline station has the best financial feasibility by having NPV of 29,298,290,776, IRR of 12.4% and payback period of 7.16 years. The position followed by the capital city with NPV of 4,822,801,775, IRR of 5.1% and payback of 12.63 years and regencies gasoline station with NPV of 915,739,039, IRR 3.2%, and payback period of 14.3 years. However compare to another business the investment is not attractive. New ideal model of gasoline stations are suggested in order to make gasoline station investment feasible in broad range of area.